

Read the magazine article on p. 123 and think of a good title. Give your reasons.

Title:

Reasons:



Read the text again and choose the best answers.

1. Smells from the supermarket bakery....

- a) persuade people to go inside the supermarket.
- b) are more effective with people who are already hungry.
- c) make us buy more bread than we need.

2. Supermarkets prefer us not to use baskets because....

- a) they don't usually have many.
- b) they're too small.
- c) people use them to hide things.

3. The text talks about supermarkets which use red stickers...

- a) only for bargains.
- b) to mark products that are mainly for men.
- c) so people think they're saving the money.

4. According to the text, you would usually find a cheap breakfast cereal for adults....

- a) on a shelf at eye-level so that everyone can see it easily.
- b) on a low shelf so that children can see them more easily.
- c) on a low shelf so that you don't notice them immediately.

5. According to the text, it's better for supermarkets if.....

- a) customers shop without hurrying.
- b) the people who work at the checkouts are fast and efficient to avoid queues.
- c) you shop at the start of the week.

Make a list of the techniques used by supermarkets to make us buy things.

- | | |
|----|----|
| 1. | 5. |
| 2. | 6. |
| 3. | 7. |
| 4. | 8. |

What do the words in the text mean? Explain in English/give synonyms.

to pop into

items

tendency

deliberately

eye-level

a trolley

essential

